ROSERYAN
GUIDING YOU TO GREATNESS
a ZRG company

FINANCE & ACCOUNTING SOLUTIONS
Powered by Collective Intelligence

STRATEGIC PROJECTS/M&A CASE STUDY

OUR TRUSTED FINANCIAL & ACCOUNTING GUIDANCE
ALLOWS YOU TO FOCUS ON BEING AN EXPERT AT WHAT YOU DO.

CHALLENGE

ACHIEVING A NEW LEVEL OF FITNESS
AFTER THE M&A DEAL CLOSES

A U.S.-based seller of fitness equipment to homes and businesses had just made an exciting acquisition—an international digital health and fitness platform that would expand its reach, customer base, and revenue.

As the management team worked on integrating the new offerings into the business, it became clear that the accounting team needed some help with their new situation and the range of challenges that arise with M&A transactions. These included recording the acquisition; centralizing the accounting function in the U.S.; conforming and formalizing accounting policies and procedures; and integrating accounting on a single ERP system. And they needed to manage what would be the first-ever audit for either entity.

They were missing the capacity and expertise to bring all these essential steps to the finish line on a timely basis.

THE HARD PART SEEMED OVER—THE ACQUISITION WAS COMPLETED—BUT THE ACCOUNTING INVOLVED WOULD TEST THE BANDWIDTH AND EXPERTISE OF THE EXISTING TEAM.

AT A GLANCE

Company Type:
Private, mid-size

Industry:
Consumer products and virtual health care services

Solution area:
Strategic Projects, Audit Support, Technical Accounting, Mergers & Acquisitions

ABOUT THE CLIENT

A successful commercial and residential fitness equipment company was eager to incorporate newly acquired digital health and fitness programs into their offerings.

SOLUTION

RoseRyan consultants with M&A experience, technical and operational accounting expertise got the team through these challenges, so that the newly combined company could move on to business as usual:

- Took a project management approach toward integrating the accounting for the newly combined companies, formalizing policies and procedures, and getting the books and records in shape to sail through the audit

- Provided technical expertise to determine proper accounting entries and disclosures for purchase accounting, and implemented several significant accounting standards

- Converted acquired company's accounting records from international accounting standards to US GAAP

- Mapped disparate chart of accounts within a centralized accounting system

- Closed all accounting periods subsequent to the acquisition

- Produced consolidated financial statements

- Developed accounting policies and streamlined processes

- Produced documentation for account balances and significant transactions that would meet auditors' expectations

RESULTS

- **FULLY INTEGRATED, CENTRALIZED ACCOUNTING FUNCTION**

- **ACCOUNTING POLICIES DOCUMENTED AND IMPLEMENTED**

- **AUDIT-READY FINANCIAL STATEMENTS WITH SUPPORTING DOCUMENTATION**

- **MEANINGFUL MANAGEMENT REPORTS PRODUCED ON A TIMELY BASIS**

- **A MENTORED, STRONGER ACCOUNTING TEAM**

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SERVING MORE THAN 1,500 CLIENTS

RATED 4.7/5 BY CLIENTS

GUIDING CLIENTS SINCE 1993

RoseRyan was an **invaluable partner**

…in getting the accounting for the newly combined business integrated, powering through its initial audit, and then setting up the team with a practical process for producing ongoing financial reports on time. RoseRyan ensured the accounting got taken care of and freed up management to focus on other ways to bring value to the business.

TAILORED FINANCIAL ADVISORY EXPERTISE OUT OF SILICON VALLEY TO SOLVE EVOLVING COMPANIES' FINANCE AND ACCOUNTING CHALLENGES.

Award-winning RoseRyan is a ZRG company offering on-demand leadership, advisory and consulting services in the Finance & Accounting, and Marketing disciplines out of Silicon Valley. Since 1993, our deeply experienced and innovative consulting professionals have unlocked the potential of more than 1,500 companies through outsourced, customized, and full-stack solutions.

How can we guide you to transform your organization's performance and accelerate your progress **towards success?**

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